

## **Business Model 1: Economies of Scale**

### **Description**



A business model, broadly defined, refers to the ways in which the various inputs and resources available to the organisation are combined and exploited to create value. Value does not simply mean financial returns but also embraces value to society as a whole and value as seen by funders.

*This is part of a short series of resources the way in which lecture capture can fit into institutional business models. Business models can be combined to provide more comprehensive justifications.*

### **Resource Summary**

**Topic:** Economies of Scale

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**Institution:** Coventry University

**Target audience:** University senior managers, policy makers.

**Keywords:** Strategy; policy; value

**Date produced:** 28/09/2010

### **Key drivers**

- Need to justify institutional investment
- Cost reduction via efficiency gains from using and re-using resources in delivery
- Reduction of need to repeat lectures at different times or in different locations
- Environmental benefits of reduced travel requirements for staff and students

### **Lecture capture benefits**

- Less need to repeat lectures
- Students who miss lectures are catered for
- Lectures available for revision

### **Institutional preparation/requirements**

In this model institutions need little other than to ensure lectures are captured and distributed. Value is created through cost reductions for the institution, staff and students. Whilst there may be other benefits to capturing lectures the core driver is financial. Where programmes are delivered on multiple sites, particularly at overseas locations, there can be substantial cost, time and carbon savings from deploying lecture capture.

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